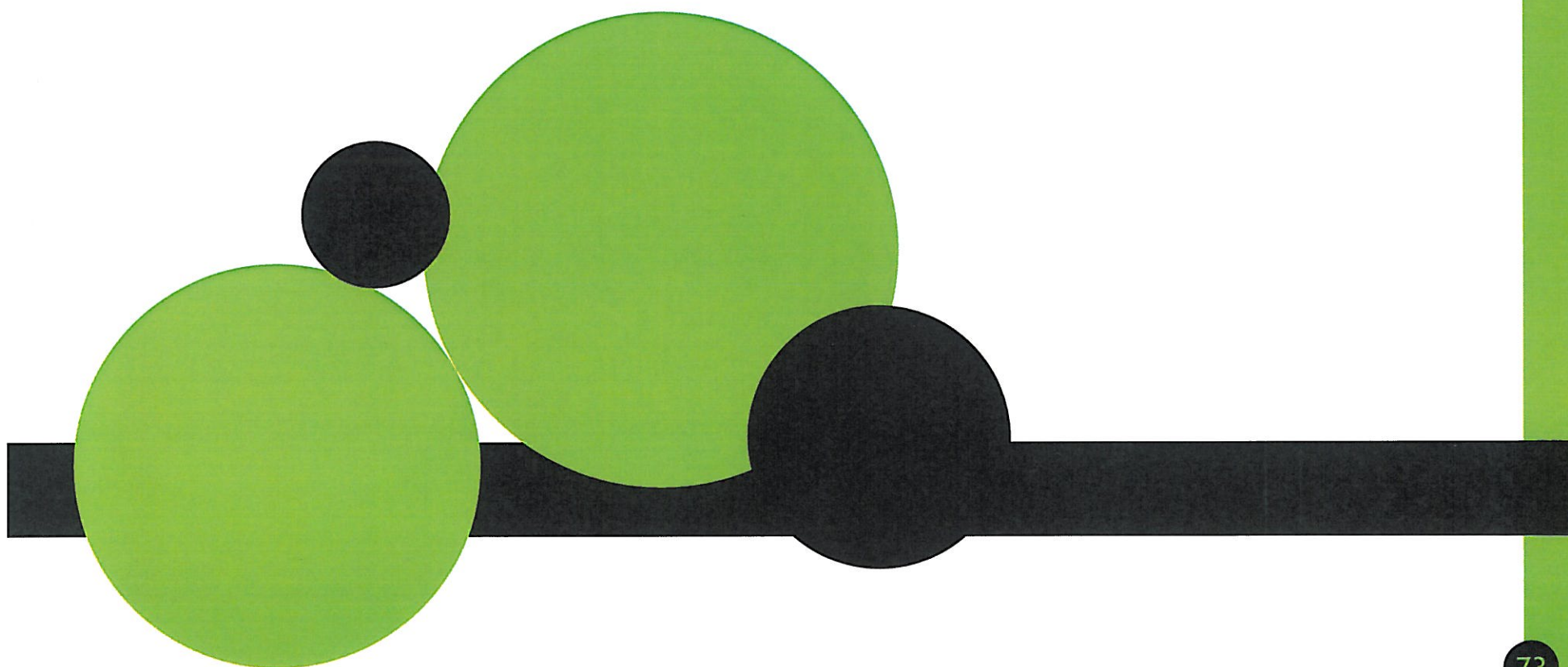


IMPLEMENTATION STRATEGIES

Implementation



In order for the vision and recommendations expressed by this plan to be realized, specific implementation steps will need to be taken by the City of Germantown and the other community stakeholders. Many of the recommended implementation steps seek to provide the conditions under which the vision can be achieved by way of providing sensible land use regulation, necessary public investments, the development of appropriate programs and policies, and other actions.

The implementation of this Plan will depend on action being taken to:

- Revise existing development regulations;
- Undertake more detailed studies to resolve and explore the opportunities and constraints identified by this Plan;
- Promote and assist specific objectives; and,
- Make infrastructure investments.

The execution of the implementation steps will likely be phased and is subject to a variety of factors, which determine their timing. These include:

- The availability of personnel and financial resources necessary to implement specific proposals;
- Whether an implementation step is a necessary precursor to or component of the rational evaluation of a new development project;
- The interdependence of the various implementation tasks, in particular, the degree to which implementing one item is dependent upon the successful completion of another item; and,
- The relative severity of the challenge which a particular implementation task is designed to remedy.

In view of these factors, it is not possible to put forward a precise timetable for the various implementation items. The tables that follow categorize the nearly 50 general recommendations of the plan and suggest timetables for implementation. The priority for implementation will be listed by the period in which items should be completed. Year 1 items are the highest priority while Year 10+ project could be completed as resources allow. It is expected that Year 1 items would be completed during the 2007-2008 Fiscal Year.

Key:

BMA - Board of Mayor and Alderman

City - City of Germantown

TDOT - Tennessee Department of Transportation

Page	Number	Project/Task	Implemented By	Coordination With	Year 1	Year 2-5	Year 5-10	Year 10+
STUDIES, PLANS AND COORDINATION								
	25	Develop engineering plans and cost estimate for Germantown Road realignment	City	TDOT, business & property owners	X			
	25	Move State Route 177 designation from West Farmington to Germantown Rd.	TDOT	City		X		
	25	Modify/coordinate signal timing on Poplar Avenue and Germantown Road	City	TDOT	X			
	26	Conduct traffic impact analyses based on proposed redevelopment	City, developers	TDOT	X	X		
	31-40	Facilitate discussions between property owners on the Central Block ("Superblock") coordinated redevelopment implementation	Property owners, developers	City	X	X	X	
	31-40	Develop plans for public parking decks in Superblock as redevelopment occurs (including investigation of Tax Increment Financing options)	City, developers/property owners	business owners		X		
	41-44	Study feasibility of redevelopment concepts on Municipal Block (new office buildings/City Administration Building, mixed use development, etc.)	City	GPAC	X	X		
	41-44	Develop detailed design and construction plans for Municipal Block park/public spaces	City	GPAC, Post Office, Library	X	X		
	48	Investigate relocation of fire station into Owen tract development north of GPAC	City	property owners, developers	X	X		
	64	Prepare public art master plan	City	GPAC, art organizations, property owners		X		
	67	Complete a stormwater needs assessment for the Smart Growth area	City	property owners, developers	X			
	68	Coordinate Park & Recreation events with Smart Growth area events	City	GPAC,		X	X	X
POLICY AND ORDINANCE AMENDMENTS								
	All	Adopt the Smart Growth Plan	Board of Mayor and Aldermen (BMA)	Citizens and other stakeholders, staff	X			
	54-65	Use the Urban Design Principles in the plan as basis for reviewing new development proposals. Formalize design guidelines into new Design Review Commission (DRC) manual.	Board of Mayor and Aldermen, DRC	Planning Commission, Public, DRC, City staff,	X	X	X	X
	54-67	Ensure that public capital improvements are consistent with Urban Design principles and Sustainability Principles.	City staff	TDOT, DRC	X	X	X	X
	64	Establish policy for inclusion of public art in all public building and streetscape projects.	BMA	City staff, DRC, arts organizations	X			
	65-67	Develop policy for "green" building for all new public buildings	BMA	City staff	X			
	67	Develop Low Impact Development (LID) standards and incorporate into development ordinances.	Planning Commission, City Staff	BMA	X	X		
	67	Ensure that new public projects incorporate LID features.	City staff		X	X	X	X

Page Number	Project/Task	Implemented By	Coordination With	Year 1	Year 2-5	Year 5-10	Year 10+
67	Adopt the SmartCode for the Germantown Smart Growth Plan area	BMA	Public, Planning Commission, Staff	X			

CAPITAL IMPROVEMENTS

25	Germantown Road realignment (connecting Germantown Road with Germantown Road in Old Germantown area)	City	TDOT, business and property owners		X		
25	Construct/restripe new street cross-sections: Exeter, West Farmington, West Street, Neshoba				X	X	
26	Develop new street connections as shown on the Conceptual Plan	Developers	City		X	X	
26-27	Add on-street parking on Exeter	City	developers, property owners	X	X		
31-40	Construct connector streets in Superblock as redevelopment occurs	developers, property owners	City		X	X	
31-40	Develop public parking decks in Superblock	developers, property owners	City		X	X	
31-40	Develop public open spaces in Superblock	developers, property owners	City		X	X	
41	Increase parking on the west side of the Germantown Center	City	GPAC		X		
41-42	Construct new streets in the Municipal Block	City	GPAC, Library, Post Office		X	X	
42	Develop new City Administration Building on GPAC parking lot area	City	GPAC		X	X	
41-44	Construct improvements to park/public spaces on Municipal Block	City	GPAC, Library, Post Office		X	X	
42	Construct new firestation on new location in study area	City	property owners, developers		X	X	
62-63	Develop wireless internet "hot spots" in plan area	City	Library, property owners, developers		X	X	

SUPPORT AND ASSISTANCE

33	Encourage outparcel development consistent with concept plan on Hobby Lobby site	Property Owners	City	X	X		
45-46	Promote development of Arthur tract consistent with concept plans and urban design principles, including provision of new streets, public spaces, mixture of uses, and compatibility with adjacent development.	City	developers, property owners, adjacent property owners	X	X	X	
47-48	Facilitate development of Owen properties (and adjacent properties) consistent with concept plans and urban design principles. Ensure compatibility with surrounding residential neighborhoods.	City	developers, property owners, neighborhoods	X	X		
49	Promote redevelopment of Kroger shopping center parcels and other infill/redevelopment sites consistent with the concept plan and/or the urban design principles	City	developers, property owners, business owners		X	X	X

Page	Number	Project/Task	Implemented By	Coordination With	Year 1	Year 2-5	Year 5-10	Year 10+
MARKETING, BUSINESS, AND PROGRAM DEVELOPMENT								
68-69		Develop a branding/marketing communications plan for City, including new logo and brand identity for City	City staff	BMA, public	X			
68		Create and install gateway signs	City staff	Business organizations, property owners	X			
68		Develop guide to Germantown marketing brochure	Chamber of Commerce, business organizations	City	X			
69		Create a visitor-oriented website.	Chamber of Commerce, business organizations	City	X			
69		Implement a festive banner program	Chamber of Commerce, business organizations	City		X	X	X
69		Implement a comprehensive wayfinding System.	City, business organizations	property owners, developers		X		
69		Convert the study area into a Business Improvement District	Chamber of Commerce, business organizations	City		X		